

City of Watsonville

Downtown Specific Plan + EIR

City Council | October 25, 2022

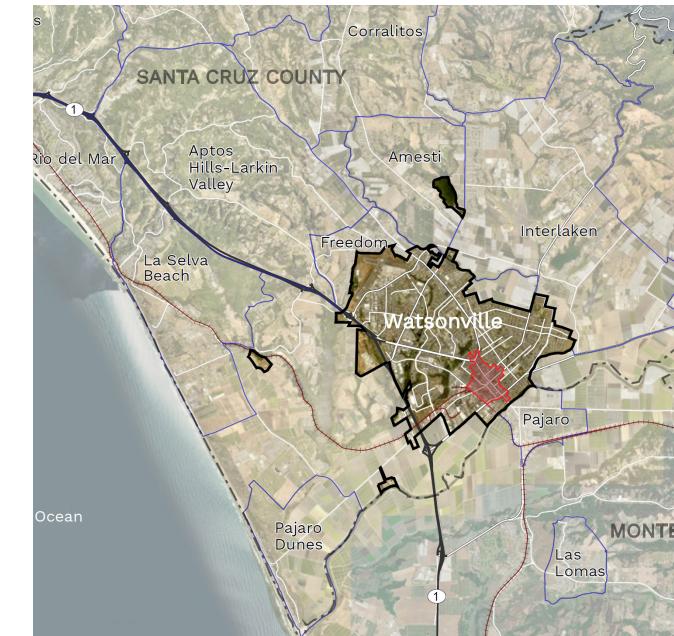
Presentation Overview

- Planning Process
- Final Draft Specific Plan:
 - Organization
 - Key Recommendations
- Next Steps
- Questions



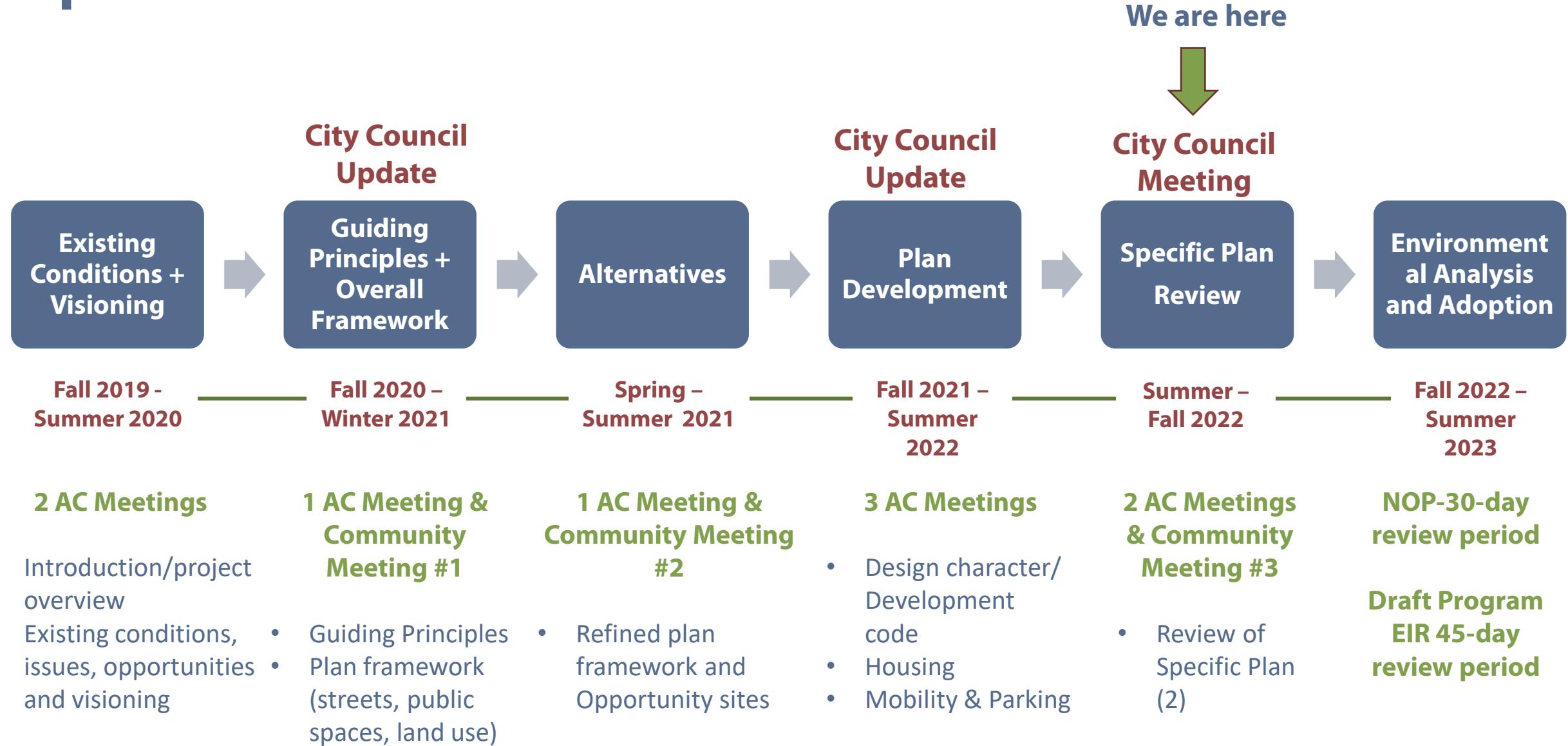
Specific Plan Context

Downtown Watsonville Specific Plan Area



- Specific Plan Boundary
- Parks/ Open Space
- Rail Line
- Waterway

Specific Plan Process Overview



Community Engagement Efforts

- Stakeholder Interviews & Focus Groups
- Advisory Committee Meetings (9)
- Community-Wide Workshops (3)
- Pop-Up Events (9)
- Online Engagement
 - Themes and Guiding Principles Feedback (100 comments)
- Community-Wide Surveys (2)
 - Strengths, Issues, & Opportunities Survey (666 respondents)
 - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- City Council Updates (2)



Specific Plan Overview

Plan Structure

- Chapter 1: **Introduction**
- Chapter 2: **Downtown Vision, Goals & Policy Direction**
- Chapter 3: **Design Framework**
- Chapter 4: **Mobility and Transportation**
- Chapter 5: **Public Realm Improvements**
- Chapter 6: **Land Use and Zoning**
- Chapter 7: **Historic Preservation**
- Chapter 8: **Infrastructure**
- Chapter 9: **Implementation**
- **Appendices**



Chapter 1: Introduction

Plan Objectives

- Create an active, vibrant 18-hour downtown
- Celebrate historic buildings, open space and street grid
- Foster mixed use and higher intensity development to bring more residents downtown
- Improve the pedestrian experience
- Support active modes of transportation
- Reduce greenhouse gas emissions



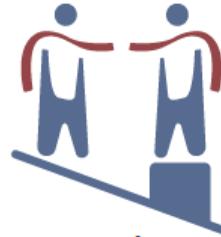
Chapter 2: Vision, Goals & Policies



Vitality



Dignity



Equity



Preservation



Safety



Innovation

- Preserve key elements that make Downtown unique
- Establish a varied choice of uses and experiences for our diverse community
- Create housing opportunities for all
- Promote local economic prosperity
- Create a vibrant, safe, and active Downtown
- Foster a healthy, inclusive, and culturally connected community where all can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health

Chapter 2: Vision, Goals & Policies

- LAND USE
- URBAN DESIGN
- AFFORDABLE HOUSING AND HOUSING PRODUCTION
- ANTI-DISPLACEMENT
- HISTORIC PRESERVATION
- ECONOMIC DEVELOPMENT
- MOBILITY AND PARKING
- TRANSIT
- INFRASTRUCTURE

Goal 7

Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

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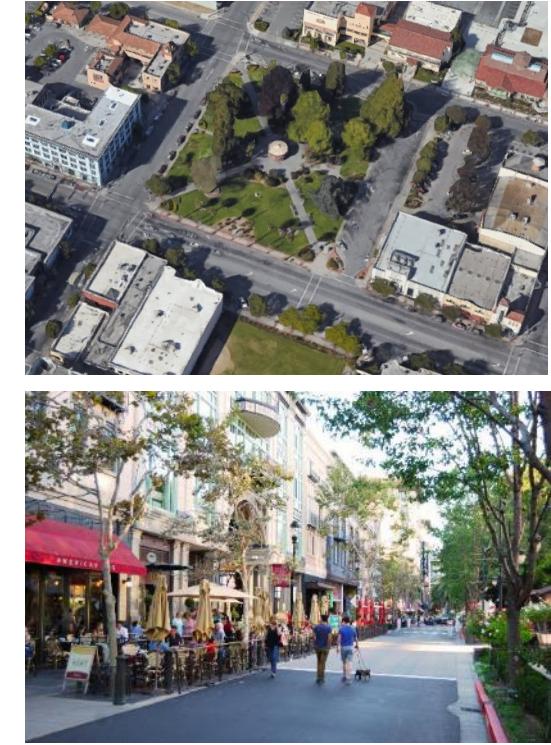
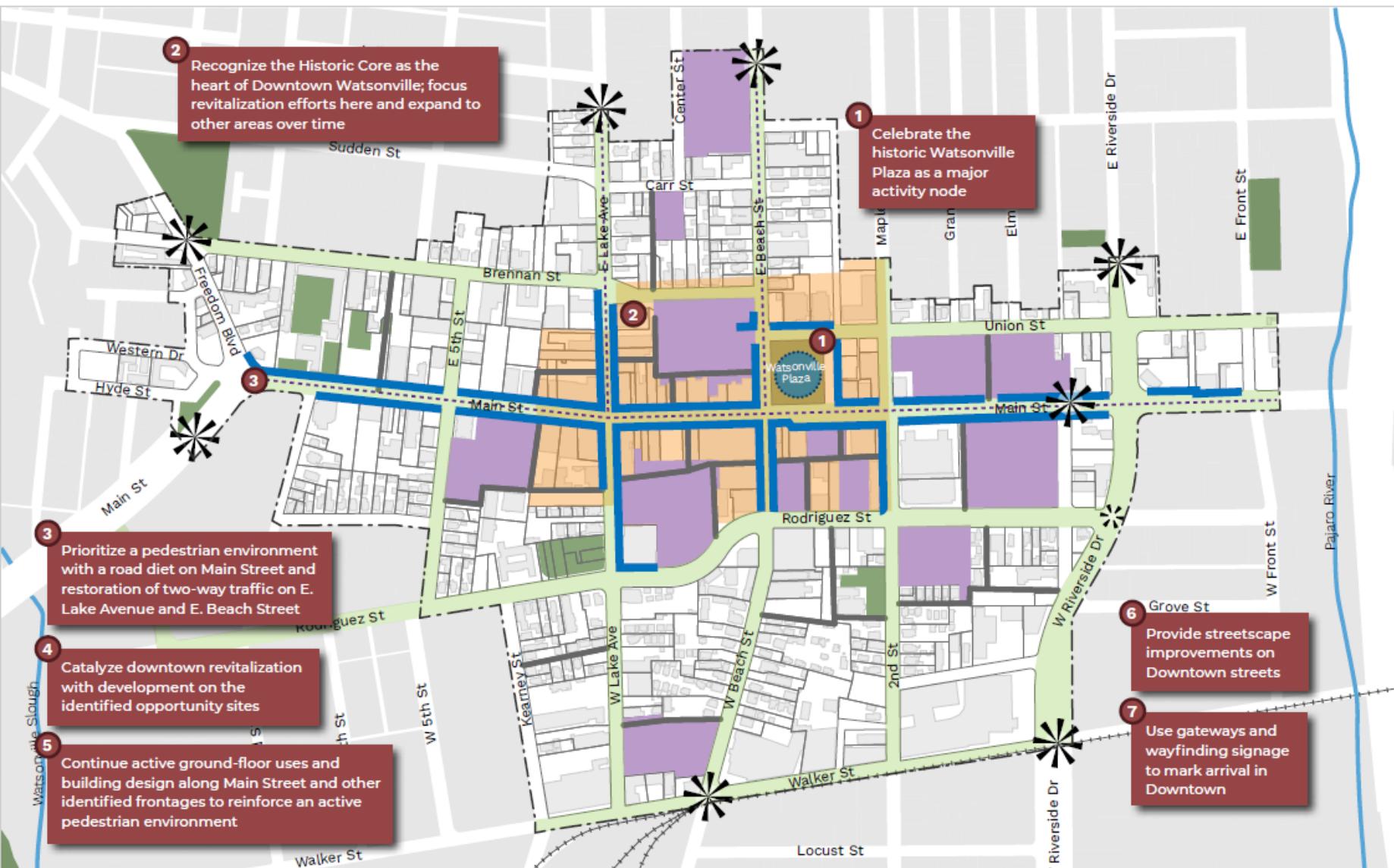
Anti-displacement Strategies

- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner-Occupied and Rental Housing Rehabilitation programs.
- **Policy 7.2: Reinvestment.** Partner with non-profits and affordable housing developers to support acquisition of and reinvestment in existing affordable housing downtown.
- **Policy 7.3: Education and Outreach.** Promote existing programs among downtown residents through outreach efforts and educational opportunities.
- **Policy 7.4: Existing City Programs.** Continue implementing existing citywide housing programs such as the inclusionary housing ordinance, incentives such as priority processing for 100% affordable housing projects.
- **Policy 7.5: Assistance Programs.** Continue to look for grant opportunities to expand funding for the First Time Home Buyer Program and Down-payment Assistance Program.



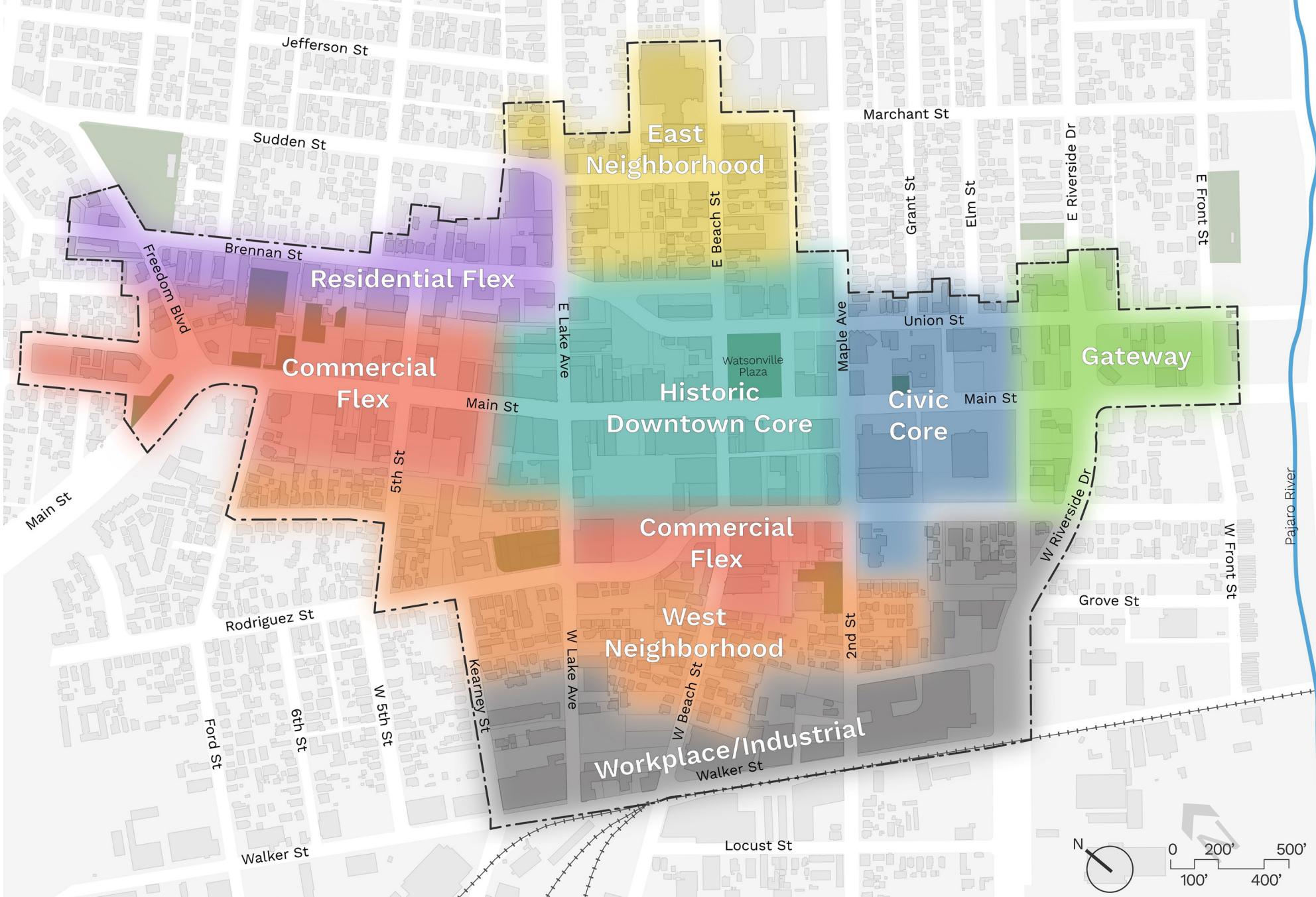
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Chapter 3: Design Framework



Chapter 3: Design Framework - Character Areas

- Downtown Core
- Civic Core
- Gateway
- Commercial Flex
- Residential Flex
- Workspace / Industrial
- East Neighborhood
- West Neighborhood



Chapter 3: Design Framework - Historic Downtown Core

Placemaking Priorities

- Require active ground floor uses (retail and restaurants), with housing and office above
- Consistent and unifying streetscape and public realm improvements
- Encourage & enable outdoor dining with wide sidewalks, street furnishing, parklets, etc.
- Maintain/create continuous, active street-wall (including new shopfronts, and façade rehabilitation of existing buildings)
- Create and manage a Downtown Improvement District including a shared parking supply, branding & wayfinding program, programming of special events, etc.)



FIGURE 3-4
HISTORIC DOWNTOWN CORE CHARACTER AREA

- Character Area Boundary
- Specific Plan Boundary
- Parks/Open Space

* Note: Map is not to scale.

Chapter 3: Design Framework – Historic Downtown Core – Opportunity Sites

Mansion House Block



Gottschalks Block



Chapter 4: Mobility - Street Network Improvements



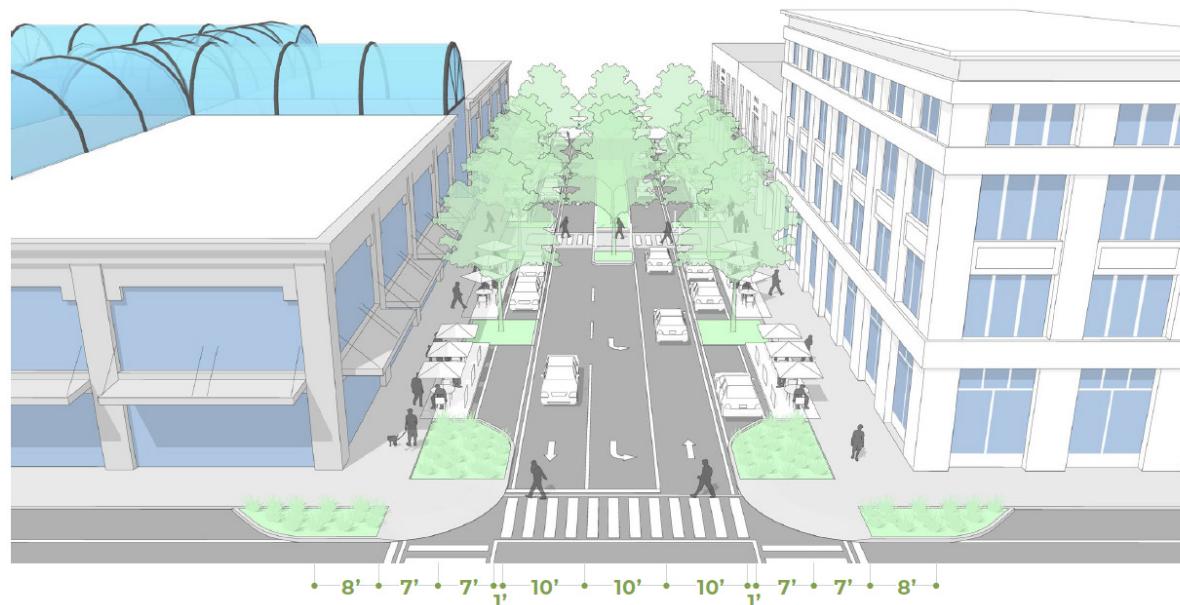
Chapter 4: Mobility - Street Network: Main Street



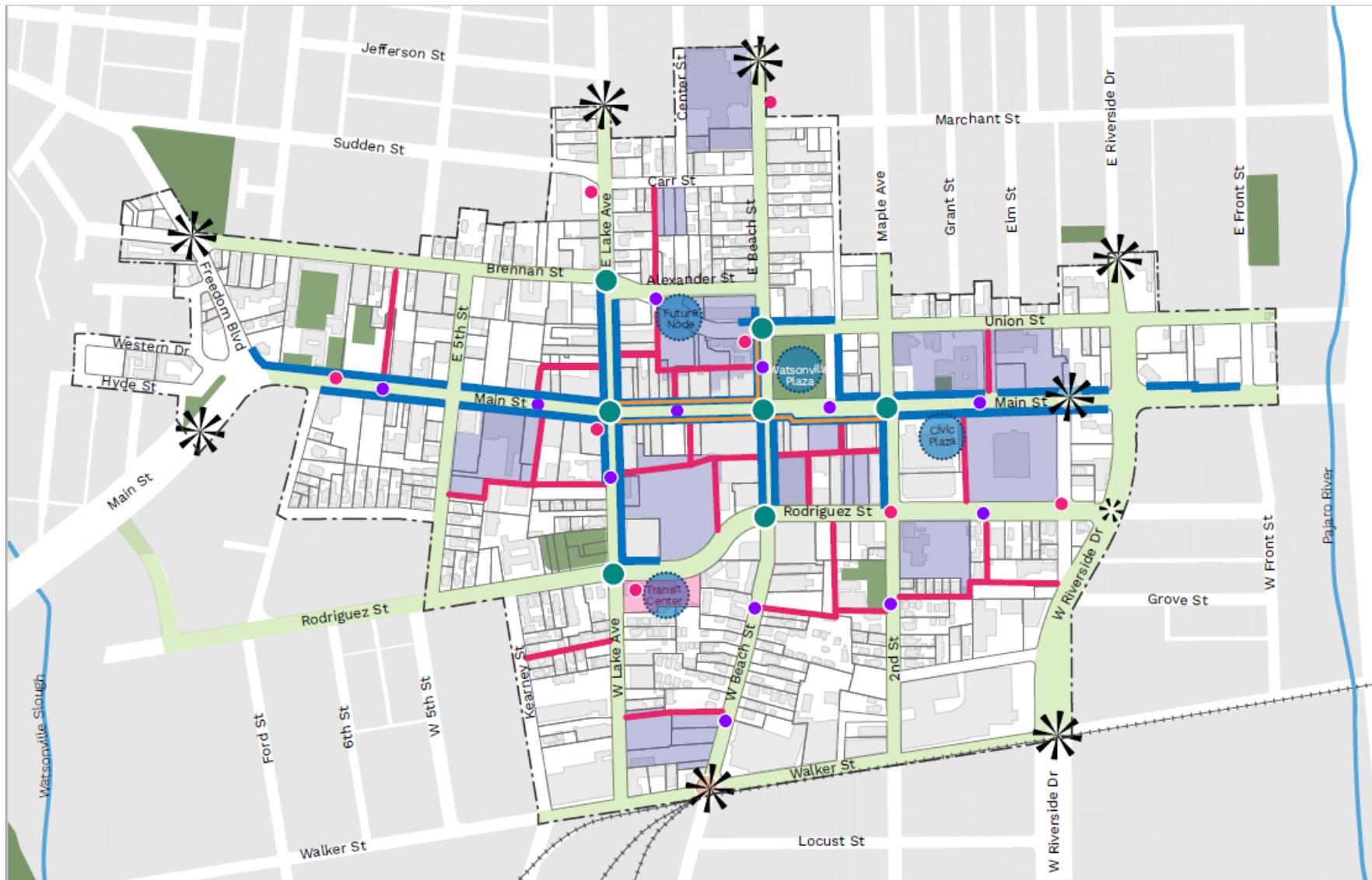
Between E. Lake and E. Beach



Between Central Avenue and First Street



Chapter 5: Public Realm - Streetscape Improvements



Public Realm Improvements

- Bus Shelters
- Activity Node
- Gateway
- Intersection Improvements
- Midblock Crossings

Opportunity Site
Street Trees
Potential Parklets

Public Circulation Network

- Paseos
- Active Frontages
- Transit Facility
- Specific Plan Boundary
- Building Footprint
- Parks/ Open Space
- Rail Line

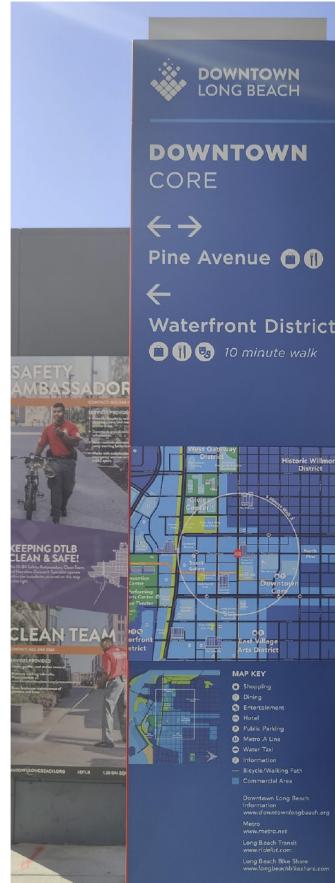
Chapter 5: Public Realm - Streetscape Improvements

Street Furnishing Palette

Street & Pedestrian Lighting



Signage & Wayfinding

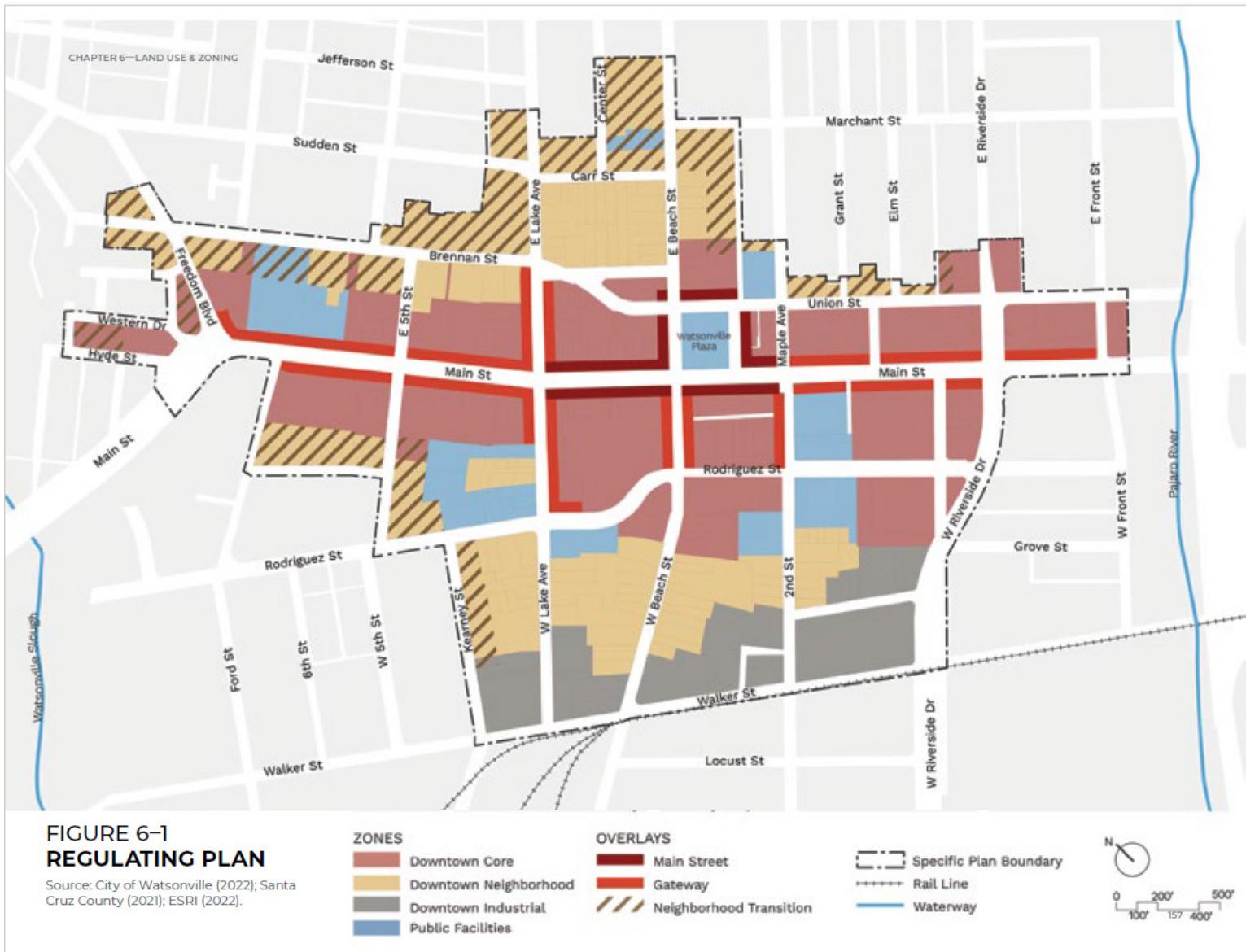


Parklets



Chapter 6: Land Use & Zoning

- Administration
- General Development Standards
- Downtown Zones and Overlays
- Regulating Plan
- Use Standards
- Objective Standards
 - Building Placement
 - Building Height
 - Building Massing
 - Façade Design
 - Frontage Types
 - Entries
 - Architectural Elements



Chapter 6: Land Use & Zoning - Land Use Regulations

■ Use Regulations and Permit Types:

- Simplified list of what's allowed
- Definitions
- Follows City's current permits and procedures:
 - Permitted, Conditionally Permitted (AUP or SUP), Prohibited
- Findings for CUPs

Table 6-3 Land Use Regulations

Use	Downtown Core			Downtown Neighborhood	Downtown Industrial ¹	
	Main Street Overlay	Gateway Overlay	Elsewhere in the Zone			
Alcohol-Related: Group A	AUP required ¹					
Alcohol-Related: Group B	SUP required ¹					
Antique Shop	Not permitted on parcels fronting Main Street; AUP required elsewhere			AUP required	AUP required	
Automobile Service	Not permitted			Not permitted	Permitted	
Cannabis Facility	Not permitted					
Church	SUP Required					
Drive-through	Not permitted					
Dwelling Unit	Permitted on upper floors; Not permitted on ground floors		Permitted	Permitted	SUP Required	
Heavy industrial & Manufacturing	Not permitted			Not permitted	Permitted ²	
Light Industrial / R&D	Not permitted			AUP required ²	Permitted ²	
Office	Permitted on upper floors; Not permitted on ground floors	Permitted on upper floors; AUP required for ground floors	Permitted	Permitted	Permitted	
Payday Lenders	Not permitted					
Storage/warehouse	Not permitted			Not permitted	Permitted	
Thrift Shop	Not permitted on parcels fronting Main Street; AUP required elsewhere			AUP required	AUP required	
Use Code 65	SUP required					
Vehicle fueling facility	Not permitted					

1. Additional requirements for alcohol-related uses found in the City's Alcohol Ordinance, in WMC Chapter 14-25 apply.

2. Per WMC § 14-12.400, all new industrial development, as with all new development, will be subject to required findings of compatibility between adjacent uses related to traffic, noise, odors, visual nuisances, and other similar adverse effects.

Chapter 6: Land Use & Zoning - Form Regulations

Building Massing

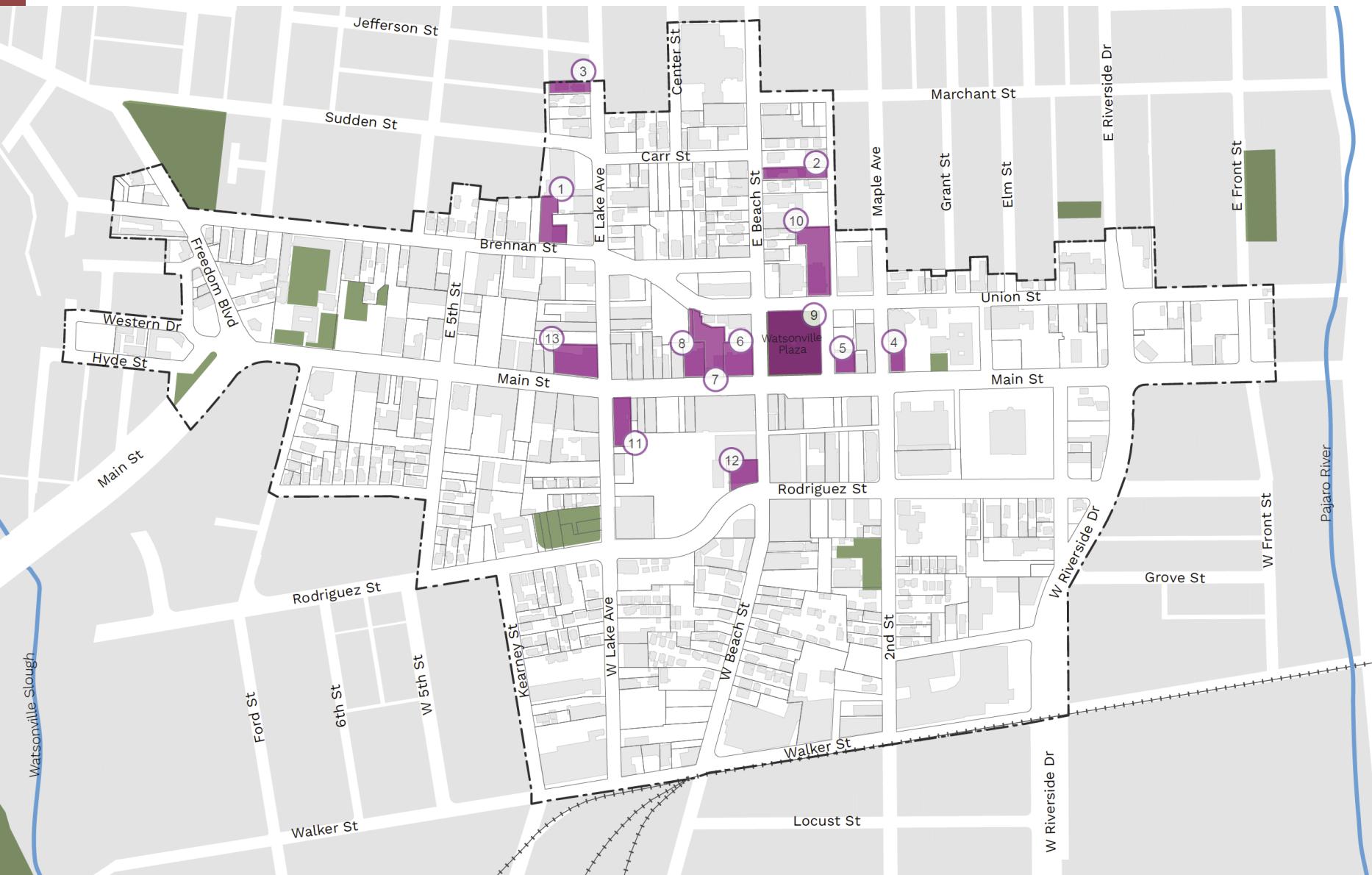
- Require large developments to create the look and feel of multiple smaller buildings to reflect the rhythm and scale of the historic Downtown

Table 6-6 Massing Increment Dimensional Standards

	Downtown Core	Downtown Neighborhood	Downtown Industrial
A Applicability Façade length beyond which the Massing Increment standards below become applicable	For façades longer than 100'	For façades longer than 80'	For façades longer than 150'
B Massing Increment (max.)	100'	60'	100'
C Façade height difference between Massing Increments (min.)	10% of lesser façade height	10% of lesser façade height	10% of lesser façade height
D Building base height difference between massing increments (min.)	2'	2'	2'
E Upper floors setback (min.) Distance set back from the primary façade	10'	10'	10'
F Bay width	15'-30' (see Section 6.5.D for more on bays)		
G Gap between Massing Increments (min.)	N/A	16' wide by 20' deep	N/A



Chapter 7: Historic Preservation - Designated Resources

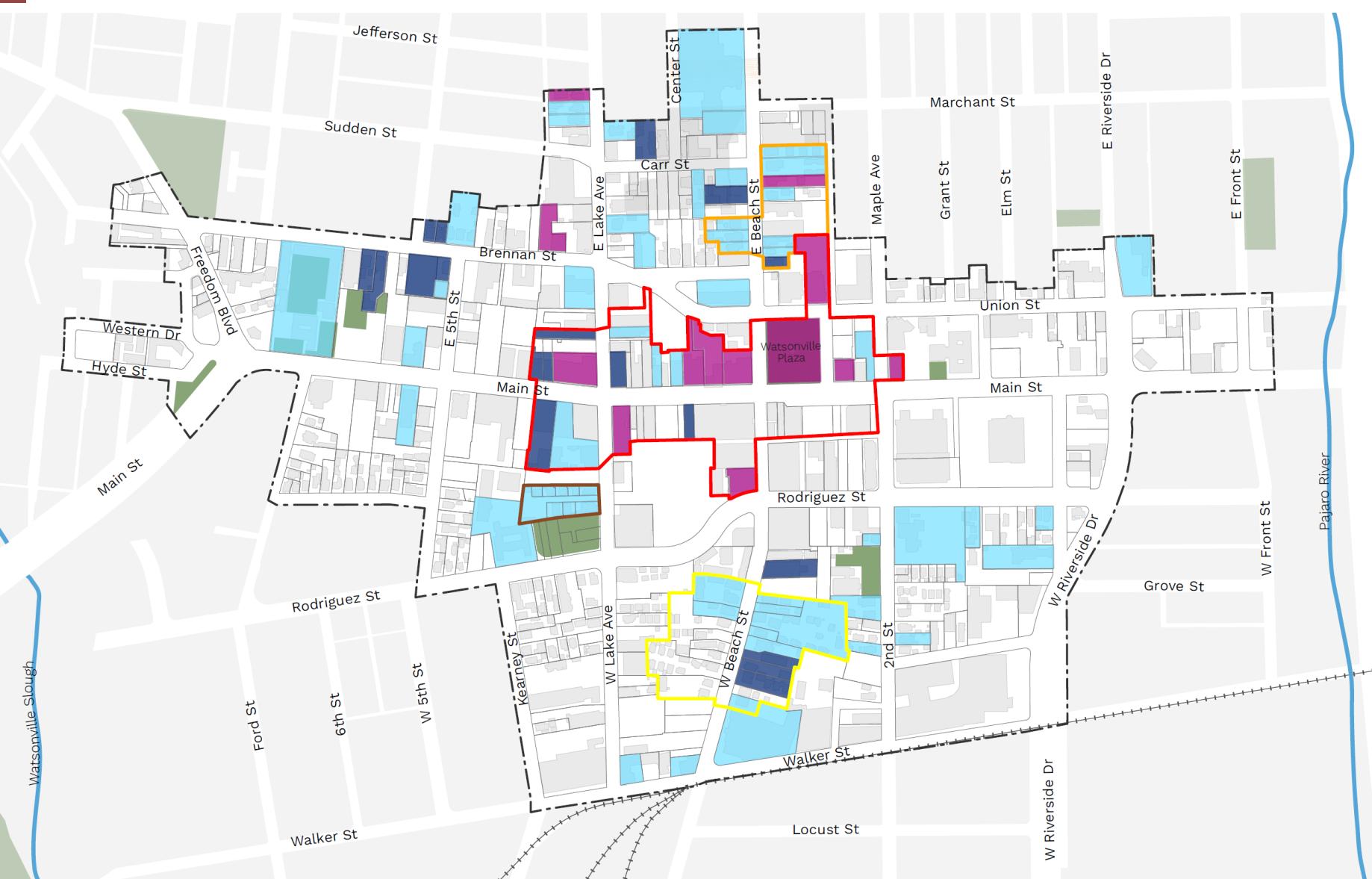


13 Designated Resources:

- (7) Federal
- (4) State
- (10) Local

Designated Resource

Chapter 7: Historic Preservation - Eligible Resources



(75) Eligible Resources:

- (58) Tier 1
- (17) Tier 2

4 Potential Districts

Potential Individual Resources

- Tier 1
- Tier 2
- Designated Resource

Potential Historic Districts

- Main Street Commercial District
- East Beach Street Residential Group
- West Beach Street Residential Group
- West Lake Avenue Bungalows

Specific Plan Boundary

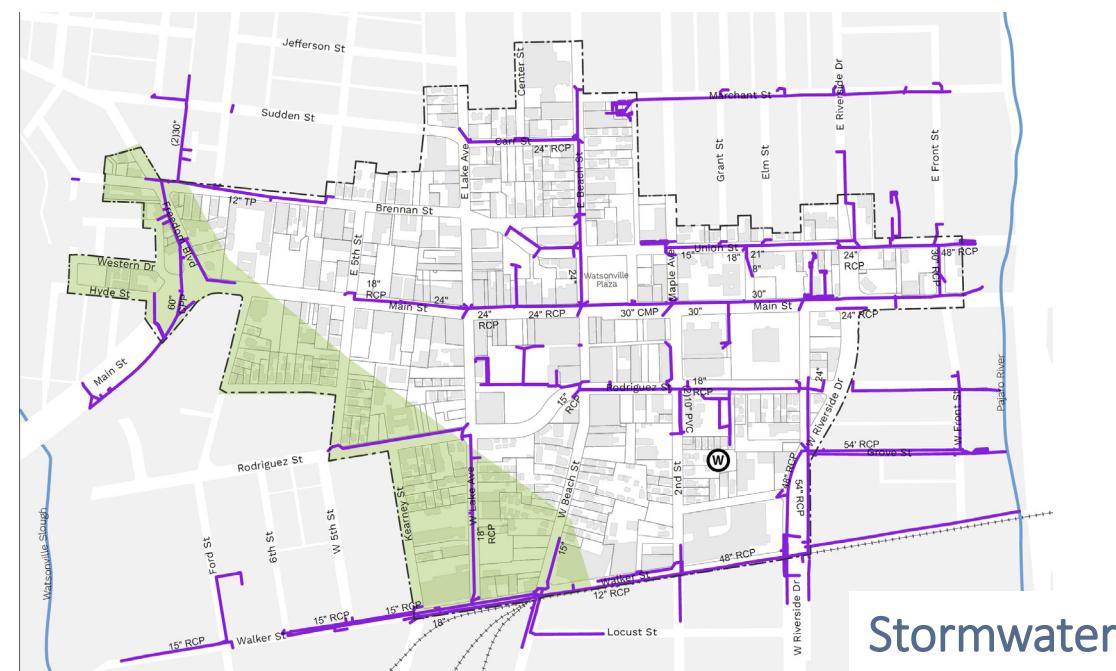
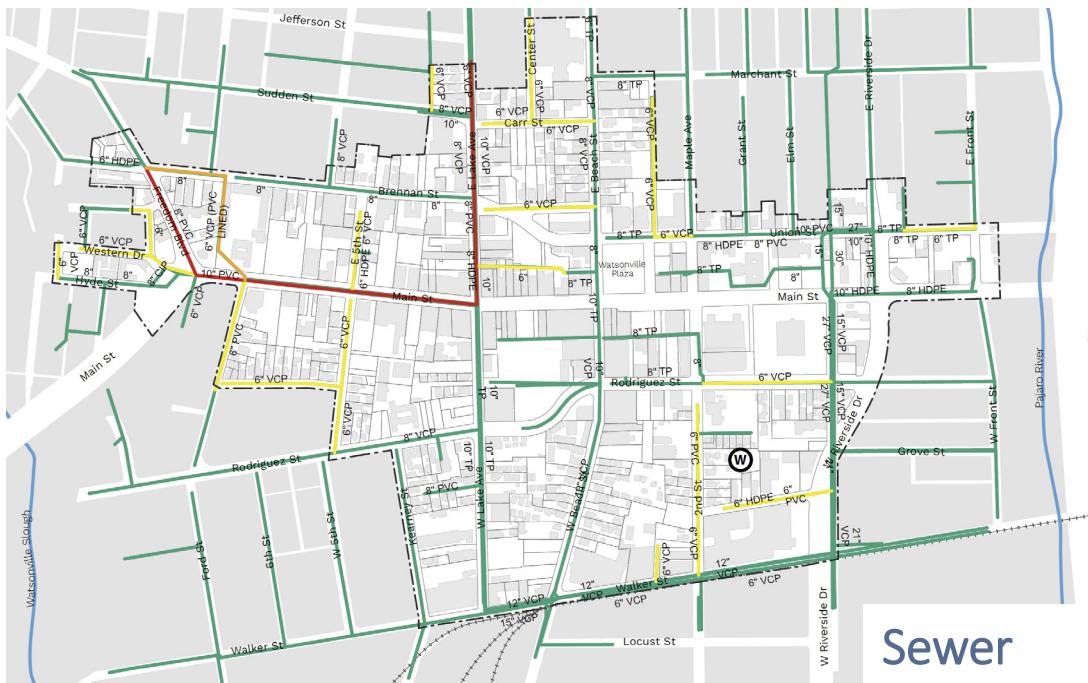
Building Footprint

Parks/ Open Space

Waterway

Chapter 8: Infrastructure

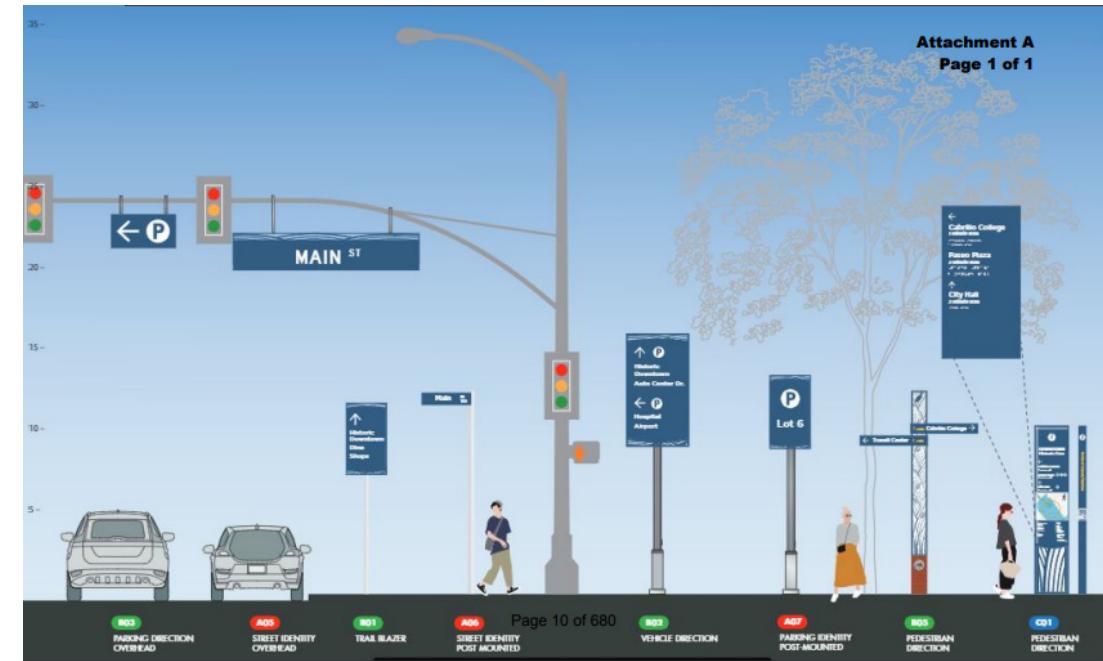
- Water Supply
- Sanitary Sewer
- Stormwater



Chapter 8: Implementation

STRATEGIC IMPLEMENTATION ACTIONS

- Promote Roadway and Streetscape Improvements on Main Street
 - Caltrans partnership
- Progress Planning for Downtown Civic Core Facilities
- Fund Downtown Signage and Wayfinding Improvements
 - Signage and Wayfinding
- Expand Downtown Parking District
- Develop Accountability Reporting
- Ongoing Capacity Building and Public Outreach



Chapter 8: Implementation

PUBLIC IMPROVEMENT COSTS

Description	Cost Estimate (in \$s)
Roadway, Pedestrian, and Bicycle Improvements	\$10.5 million
Streetscape Improvements	\$8.3 million
Utilities Improvements	\$30.0 million
TOTAL COSTS	\$48.8 million

FUNDING SOURCES

- Existing Development Impact Fees
- Enterprise Funds
- Reimbursement Agreements
- Grants and Other Non-Local Funding

Environmental Review

- Initial Study Prepared
- Potential Impacts Identified (to be evaluated in an EIR):
 - Aesthetics
 - Biological Resources
 - Noise
 - Cultural Resources
 - Population/Housing
 - Transportation
 - Air Quality
 - Hazards and Hazardous Materials
 - Tribal Cultural Resources
- Technical Studies
 - Water Supply Assessment (*complete*)
 - Traffic Study (*in progress*)

Next Steps

Next Steps

- Kick-off EIR
 - Release Notice of Preparation (NOP)
 - 30-day review period
- EIR Certification/Plan Adoption Hearings – Spring 2023
 - Scoping Meeting
 - 45-day review period

Staff Recommendation

The City Council, by motion, accept the final draft of the Downtown Watsonville Specific Plan (DWSP) and direct staff to complete the Environmental Impact Report (EIR) for the Downtown Watsonville Specific Plan.

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